



WPXI  
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Pittsburgh, PA 15264-0132  
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Shorr & Associates  
1831 Chestnut Street  
Philadelphia, PA 19103

Advertiser  
Agency  
Buyer  
Salesperson  
  
Product  
Brand  
Acct Types  
Est/Headline  
Demo  
Revision  
Comments

Pol/R Casey/R/US Senate (16759)  
Shorr & Associates (2909)  
  
Telerep/Washington DC, Washington DC  
(1040)  
ph: (555) 555-5555  
Political - Federal Candidate (1067)  
POL/R CASEY/D/SEN/PA (134170)  
National/Political  
/06260208

Invoice 623018  
Inv Date 8/26/2012  
Terms Net 30  
Contract 325013  
Bill Type Standard  
Period 7/30/2012 - 8/26/2012

CO-OP/Order Type Yes/Normal  
Package  
Gen. Date 8/27/2012 4:54:53PM

AgM

CASEY 4 SENATE 7/31  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

## OFFICIAL BILLING INVOICE

| Line | Type                   | Scheduled          | Schedule Days to Run       | Air Time              | Length | Program                               | Copy/SCI   | Amount    | Remarks |
|------|------------------------|--------------------|----------------------------|-----------------------|--------|---------------------------------------|------------|-----------|---------|
| 1.0  | Contract Line Remarks: |                    | <u>NEWS/TODAY 6-9A/1</u>   |                       |        |                                       |            |           |         |
|      | Spot                   | 6:00:00AM- 9:00:00 | Day, Th-3,F-3              | 08/02/12 6:28AM (Th)  | 00:30  | Channel 11 News 6am                   | BCTV11202H | \$600.00  |         |
|      | Spot                   | 6:00:00AM- 9:00:00 | Day, Th-3,F-3              | 08/02/12 8:38AM (Th)  | 00:30  | Today Show                            | BCTV11202H | \$600.00  |         |
|      | Spot                   | 6:00:00AM- 9:00:00 | Day, Th-3,F-3              | 08/02/12 8:58AM (Th)  | 00:30  | Today Show                            | BCTV11202H | \$600.00  |         |
|      | Spot                   | 6:00:00AM- 9:00:00 | Day, Th-3,F-3              | 08/03/12 6:08AM (Fr)  | 00:30  | Channel 11 News 6am                   | BCTV1202H  | \$600.00  |         |
|      | Spot                   | 6:00:00AM- 9:00:00 | Day, Th-3,F-3              | 08/03/12 6:38AM (Fr)  | 00:30  | Channel 11 News 6am                   | BCTV1202H  | \$600.00  |         |
|      | Spot                   | 6:00:00AM- 9:00:00 | Day, Th-3,F-3              | 08/03/12 8:29AM (Fr)  | 00:30  | Today Show                            | BCTV1202H  | \$600.00  |         |
| 2.0  | Contract Line Remarks: |                    | <u>NEWS/TODAY 6-9A/2</u>   |                       |        |                                       |            |           |         |
|      | Spot                   | 6:00:00AM- 9:00:00 | Day, M-3                   | 08/06/12 6:09AM (Mo)  | 00:30  | Channel 11 News 6am                   | BCTV1202H  | \$600.00  |         |
|      | Spot                   | 6:00:00AM- 9:00:00 | Day, M-3                   | 08/06/12 6:44AM (Mo)  | 00:30  | Channel 11 News 6am                   | BCTV1202H  | \$600.00  |         |
|      | Spot                   | 6:00:00AM- 9:00:00 | Day, M-3                   | 08/06/12 8:57AM (Mo)  | 00:30  | Today Show                            | BCTV1202H  | \$600.00  |         |
| 3.0  | Contract Line Remarks: |                    | <u>JEOP 7-730P/3</u>       |                       |        |                                       |            |           |         |
|      | Spot                   | 6:59:29PM-Jeopardy | Day, Th-1,F-1              | 08/02/12 7:13PM (Th)  | 00:30  | Jeopardy                              | BCTV11202H | \$1000.00 |         |
|      | Spot                   | 6:59:29PM-Jeopardy | Day, Th-1,F-1              | 08/03/12 7:24PM (Fr)  | 00:30  | Jeopardy                              | BCTV1202H  | \$1000.00 |         |
| 4.0  | Contract Line Remarks: |                    | <u>JEOP 7-730P/4</u>       |                       |        |                                       |            |           |         |
|      | Spot                   | 6:59:29PM-Jeopardy | Day, M-1                   | 08/06/12 7:06PM (Mo)  | 00:30  | Jeopardy                              | BCTV1202H  | \$1000.00 |         |
| 5.0  | Contract Line Remarks: |                    | <u>OLY PRIME8P-12M/5</u>   |                       |        |                                       |            |           |         |
|      | Sports-Oly             | 7:57:49PM-2012 Oly | Day, Th-1                  | 08/02/12 11:53PM (Th) | 00:30  | 2012 Olympic Summer Games - Primetime | BCTV11202H | \$8500.00 |         |
| 6.0  | Contract Line Remarks: |                    | <u>OLY WEEKEND 5A-6P/6</u> |                       |        |                                       |            |           |         |
|      | Sports-Oly             | 9:00:04AM-2012 Oly | Day, Sa-2                  | 08/04/12 11:23AM (Sa) | 00:30  | 2012 Olympic Summer Games - Daytime   | BCTV1202H  | \$1800.00 |         |
|      | Sports-Oly             | 9:00:04AM-2012 Oly | Day, Sa-2                  | 08/04/12 3:52PM (Sa)  | 00:30  | 2012 Olympic Summer Games - Daytime   | BCTV1202H  | \$1800.00 |         |
| 7.0  | Contract Line Remarks: |                    | <u>OLY WEEKEND 5A-6P/6</u> |                       |        |                                       |            |           |         |
|      | Sports-Oly             | 6:00:04AM-2012 Oly | Day, Su-2                  | 08/05/12 12:13PM (Su) | 00:30  | 2012 Olympic Summer Games - Daytime   | BCTV1202H  | \$1800.00 |         |
|      | Sports-Oly             | 6:00:04AM-2012 Oly | Day, Su-2                  | 08/05/12 4:48PM (Su)  | 00:30  | 2012 Olympic Summer Games - Daytime   | BCTV1202H  | \$1800.00 |         |

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information shown on this invoice was taken from the official log.

|             |              |
|-------------|--------------|
| Gross Total | \$24,100.00  |
| Commission  | (\$3,615.00) |
| Net Total   | \$20,485.00  |

Total Spots 17